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J. W. LEVERICH

1914 WISCONSIN GROWN

Seed Corn and Plants

THE KIND

That Grow

U. S. Department of ~~Agriculture~~

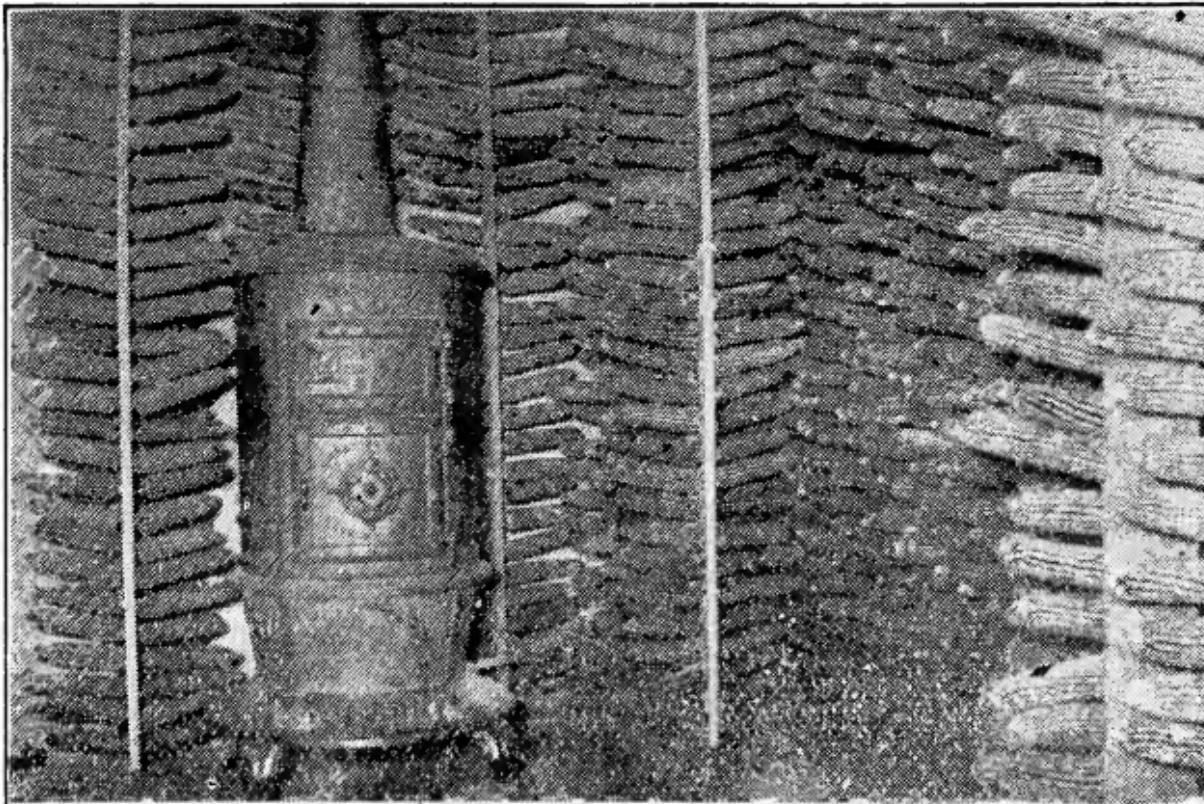
FROM

The J. W. Leverich & Son, Fruit and Seed Farm
Sparta, Wisconsin

Members of Wisconsin Agricultural Experiment Association

Nine tons of Corn Hang from the Ceiling of this Room

This Picture
Shows a
Section of
One of the
Curing
Rooms



Don't ex-
pect germ
nating tests
made in th
spring to re-
store the
vitality
that impro-
per gathering,
drying and
storing have
lost

Improve and Increase Your Yield of Corn

By Planting

“Golden Glow” or “Silver King” Seed Corn

(Wis. No. 12)

(Wis. No. 7)

Fire Dried

Germination Test Nearly Perfect

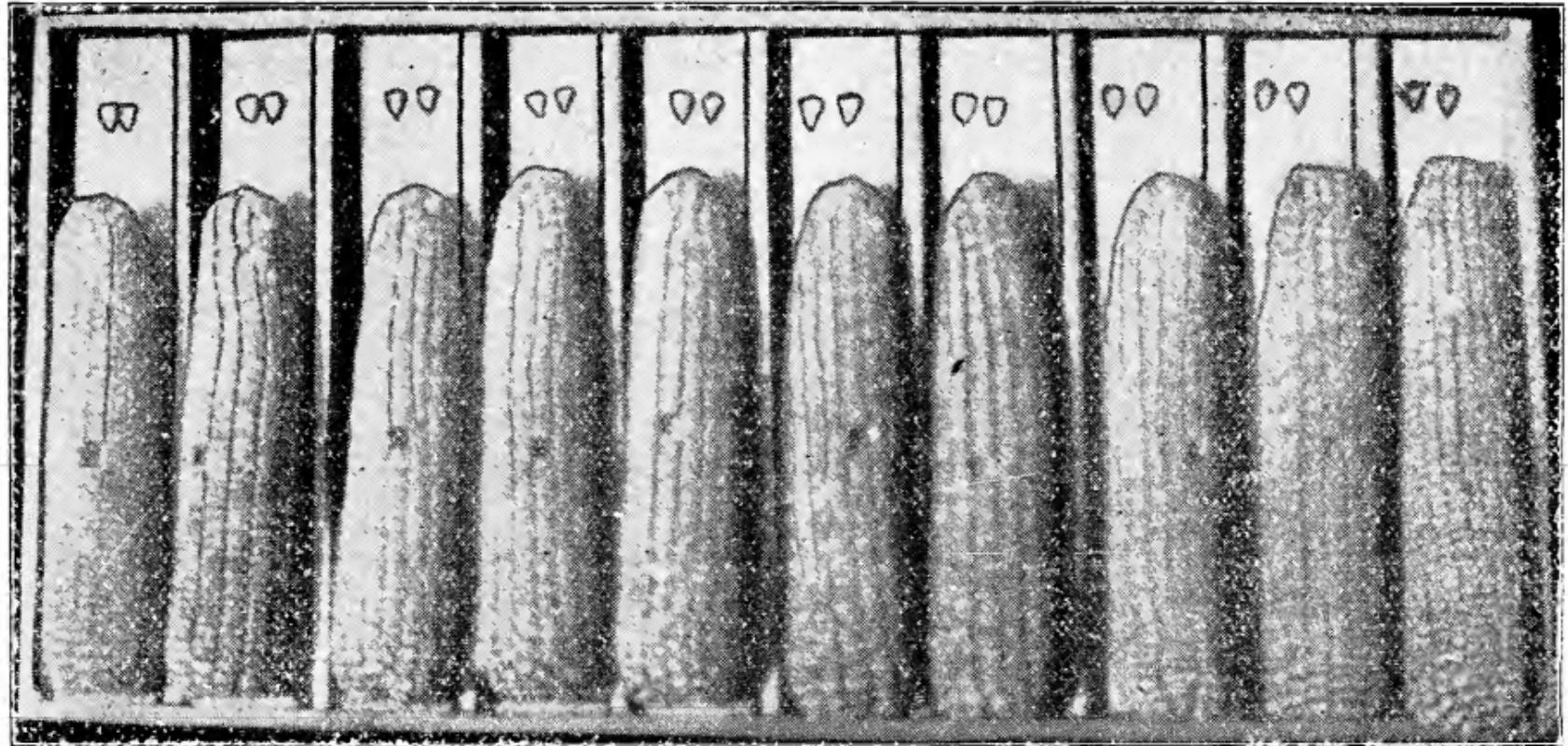
Pedigreed Stock

GOLDEN GLOW, (Wis. No. 12)

This Corn needs no introduction to the progressive corn growers of Wisconsin or any other state. Was grown from “University of Wisconsin” stock and is ten days earlier than Silver King (Wis. No. 7). Has yielded over ninety bushels per acre the past season. The stalks are large and well covered with foliage which makes it an excellent corn for the silo. It is a rich golden yellow in color with red cob. We were

awarded a Sweepstake Premium on Golden Glow at the 1913 corn show held by the Wisconsin Agricultural Experiment Association at Madison, Wisconsin, for the best ear of any variety, class open to the state. This corn was sold at auction at the rate of one hundred and fifty dollars (\$150.) per bu.; and was entered by the University of Wisconsin at the National Corn Show held at Columbia, South Carolina,

“SILVER KING” (Wis. No. 7) The corn with which the noted Corn Expert, Prof. R. A. Moore, of the University of Wisconsin revolutionized Corn Growing in the State and made Wisconsin famous as a corn state. We introduced this corn in Monroe County in 1906, and from that time until the present, one-half of our corn crop has been Silver King. Look at the photograph of this corn grown by us the past season. We were awarded a premium on Silver King corn this year at the Wisconsin Experimental Association Grain Show at Madison. That corn has been



This is a Photograph of ten ears of our "Silver King" (Wis. No. 7)

entered for a premium at the National Corn Exposition to be held at Dallas, Texas, February 10-24, 1914.

In offering these two varieties of corn we are offering varieties that will meet the needs of the up-to-date corn grower in all sections of the United States. We have many favorable reports of our Silver King from central Wisconsin to the Gulf, and for latitudes north of central Wisconsin, the Golden Glow has given the best of satisfaction and ripened a fine crop of splendid corn.

The Seed Corn which we offer was grown in seed lots away from all other corn, from the choicest of selected seed, picked from the field before the corn was cut and before any frost, hung in the curing room each ear separate from every other ear, and

Good Seed Corn Insures a Good Stand of Corn

thoroughly fire dried and stored after drying, where the temperature at all times is above the freezing point. The picture, on another page, made from a flashlight photograph shows a small section of the curing room where a number of hundred bushels of this corn was fire dried.

After many years of corn growing and experimenting, we are fully convinced that a good crop of corn cannot be grown unless the vitality and germinating power of the seed are very strong, or in other words the corn must not be of weak vitality from any cause. If it should be weak your yield of corn will be very much less than it would be, had you planted the stronger seed. As a very plain illustration of this fact we quote

At Corn Ripening Time Drop all Other Business and Select the Seed Corn

from "Corn Magazine," of Waterloo, Iowa: "Prof. P. G. Holden; Iowa's noted corn expert, collected seed corn from ninety farms near Ames, Iowa, and planted samples from this seed corn in adjoining plats with the result that the seed which showed the strongest vitality in germinating yielded eighty and one-half bushels per acre, the seed that showed the least vigor yielded but thirty-one and one-half bushels per acre. The yield of the other lots varied according to the vitality of the seed."

We grow all of our stock and can guarantee it. Our seeds, plants, etc., are first-class. For a number of years we have endeavored to build up a trade between grower and planter and we have made many friends and permanent customers by this method. Don't be misled by parties claiming to offer you the best seed corn at a low price. "THERE IS A REASON." Pure bred seed corn grown from the best of seed, picked before frosts, fire dried, etc., can't be sold at a lower price than we offer.—"Corn taken

from the crib can be,"—remember good seed corn is worth all it costs even though the price is ten dollars (\$10) per bushel. The best is none too good for you to plant, Poor seed is very dear even if it were given to you.

Our supply of Seed Corn is limited. If you wish some of this seed place your order early and have it shipped later. Last season we were sold out long before planting time. Samples of this corn will be mailed on request, and can be seen at the Sparta Fruit Growers' Association and at the Leverich & Son, Fruit and Seed Farm where it is grown.

Prices are: F. O. B. Sparta, Shelled, quart \$.35; peck \$1.00; bushel \$3.00. On the cob, bushel \$3.50.

Address

The Leverich & Son, Fruit and Seed Farms, Sparta, Wisconsin

As to our reliability would refer you to any Bank, Express agent or Business house at Sparta. Terms Cash. Remit by Bank draft, Express or Post office Money Order, Check or Registered letter.

Fifteen Thousand Eldorado Blackberry Plants

They are true to name and extra strong, healthy plants. The Eldorado is one of the most valuable, hardy and productive varieties known, and there is none better for commercial purposes or home use. We fruited eight acres the past season. PRICES-\$2.00 per Hundred, \$15.00 per Thousand.

Seventy-five Thousand Cuthbert and King Red Raspberry Plants

These celebrated varieties are too well known to need any introduction. The King for early, and the Cuthbert for late. We fruited five acres the past season. PRICES \$1.50 per Hundred, \$8.00 per Thousand. Write for discounts on large lots.

We are always glad to submit prices by letter on large lots of plants.

REMEMBER—We grow our plants in plant lots and all have been inspected by the State Entomologist. Inspection tags will be attached to all shipments.

We employ no agents; this little booklet is our only salesman.

At the present time we hear much about "Cutting out the Middleman." How about this being a first-class opportunity to try it out and purchase direct from the producer.

All are invited to call during the season and see what we are doing and how we do it. We have the goods and stand back of every word this booklet tells you.

30 Head

HOLSTEINS

30 Head

**Thirty Head of Grade Holsteins, from calves to five-year old, seven-eighths
and better**

We have more than we have room for and must sell to reduce our herd.

Remember---We have raised all stock offered for sale.

This is a first-class opportunity to procure stock of this noted milk and butter breed. Included in this lot is one 2-year old bull, two bulls 10-months old. One bull calf 6-weeks old from a 20 pounds dam, nicely marked and a beauty in every respect.

Come early when you can make your own selection

30 Head

Will Sell Single or all in a bunch

30 Head



THE LEVERICH & SON, FRUIT FARM can furnish you "Eldorado" Blackberry Plants, "Gregg" Black Raspberry Tips, "Cuthbert" and "King" Red Raspberry Plants, all leading varieties of Strawberry Plants. Also "Swedish Select" (Wis. No. 4) Seed Oats, Wis. Pedigreed Barley, "Silver King" (Wis. No. 7) and "Golden Glow" (Wis. No. 12) Seed Corn. Holstein Cattle and Chester White Swine.

If interested call at the farm or write J. W. Leverich & Son, Sparta, Wisconsin